



TRAINING
BUSINESS MARKETING
CAREER DEVELOPMENT
BUSINESS SERVICES
CONSULTING/PROJECT MANAGEMENT



You Have Challenges. We Have Solutions.

814.657.6800

gibbons-business-solutions.com

gibbonsbusinesssolutions@gmail.com

409 13th Street

Franklin, PA 16323

Video Production

How much will a video cost?

The cost of your video is determined by a number of production elements: the script, style of video, voice or on-screen talent, amount of footage that needs created, the types of graphics needed, and animations required are all factored into the cost of producing a video.

Audiences are accustomed to feature films and television with multimillion dollar budgets. We're faced with the challenge of delivering compelling messages with a much smaller budget, and still delivering an impactful visual program that will get their attention and the results we want.

The best way to do that is to invest in a good script and storyboard BEFORE beginning production. Content is king (or queen)! Get the story right first. If the story is right, we can scale production costs to meet the budget; a story can be told a thousand ways.

What is the video planning process?

We start with a Video Production Questionnaire to determine your project scope, vision and expectations. Once we understand all of the elements you want to include, we can provide you with a realistic plan, schedule, and project cost. That questionnaire will guide the production planning, along with additional input from your project manager or committee.

It's best to plan your video in phases:

- 1) Pre-Production – This is the script, storyboard and budget phase. Get the story right. Select the right visuals to tell the story in the style that suites the message. Set the budget based on the story. If you have a budget in mind as you develop the script, you can create the story to match this need. This is your blueprint; the way you keep a project on budget and within your vision.
- 2) Production – This is when you create and collect all the assets needed for the production. These elements include the actor or on-screen talent costs, voice-over costs (if that is the direction), collecting B-roll assets, graphics, motion graphics, photography for video preparation, animations, and general collection of any assets required for inclusion in the video. Following a script/storyboard and collecting assets to a script will result in cost savings. Generally you can plan \$500-\$1000 a day for collection or creation of many of these assets.
- 3) Post-Production (editing of the assets) – This is the area where a huge savings results from great planning – a good pre-production plan and very clear vision. Generally you can expect \$300-\$500 a day for editing. The cost per day is greatly dependent upon the script and skillful execution of the production phase.